

Appl. No. 09/855,062  
Response Dated April 30, 2004  
Reply to Office action of February 5, 2004.

### **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

Claim 1 (previously presented): A method for marketing a good via a website having a website address and permitting a seller to post information about said good thereon under a unique identifier, said website further permitting a prospective purchaser to enter said unique identifier in order to view said posted information, consisting essentially of the following steps in the following order:

- a) providing a physical sign having preprinted thereon said website address, a space for said unique identifier, and an indication that a good is for sale or rent, said physical sign being provided for purchase at a retail store,
- b) a seller of said good purchasing said physical sign from said retail store,
- c) said seller logging onto said website to post said information thereon, said unique identifier being provided to said seller or entered by said seller at said website in connection with said seller posting said information on said website, and
- d) said seller conspicuously placing said sign physically on or adjacent said good for sale or rent, wherein said unique identifier corresponds specifically to said good on said website.

Claim 2 (original): A method according to claim 1, wherein said unique identifier is preprinted on said sign in said space for a unique identifier.

Claim 3 (original): A method according to claim 1, wherein said website provides said unique identifier to said seller in connection with said seller posting said information

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on said website, thus permitting said seller to thereafter provide said unique identifier in said space on said sign.

Claim 4 (previously presented): A method according to claim 1, wherein said sign is provided with a description of said good preprinted thereon.

Claim 5 (original): A method according to claim 1, wherein said sign is further provided with a space to indicate a seller's personal contact information.

Claim 6 (canceled).

Claim 7 (previously presented): A method according to claim 1, wherein said website is further adapted to permit said prospective purchaser to browse a plurality of goods listed on said website by category, and to view posted information therefor without reference to said unique identifier.

Claim 8 (previously presented): A method according to claim 1, wherein said website is further adapted to permit said prospective purchaser to browse a plurality of goods listed on said website by geographic location, and to view posted information therefor without reference to said unique identifier.

Claim 9 (original): A method according to claim 1, wherein said sign has preprinted thereon instructions to said seller about how to post said information about said good on said website under said unique identifier.

Claim 10 (previously presented): A method according to claim 1, said method

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being adapted to permit a purchaser of said good to make payment for said good directly to the seller or the seller's agent.

Claim 11 (previously presented): A method according to claim 1, said method being adapted to permit a purchaser of said good to make payment for said good to a provider of said website, after which said provider will forward said payment to the seller of said good.

Claim 12 (original): A method according to claim 11, wherein said provider charges a fee to said seller in connection with said payment.

Claim 13 (previously presented): A method according to claim 1, wherein said sign is provided with a container into which said seller can deposit a sheet of paper containing information about said good.

Claim 14 (previously presented): A method according to claim 1, further comprising the step of promoting said website to the general consuming public.

Claim 15 (original): A method according to claim 1, further comprising the step of charging a fee to said seller in connection with said posting of information on said website.

Claims 16-21 (canceled).

Claim 22 (previously presented): A method according to claim 1, wherein said prospective purchaser, upon viewing said sign, is informed by said sign of the following

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points:

- i. that said good is for sale or rent;
- ii. of said website address for said website; and
- iii. of said unique identifier corresponding to information regarding said good on said website.

Claim 23 (previously presented): A method according to claim 22, wherein said prospective purchaser is informed of said points i-iii prior to logging onto said website.

Claims 24-25 (canceled).

Claim 26 (previously presented): A method according to claim 1, wherein said good is a good for sale.

Claim 27 (previously presented): A method according to claim 26, said good for sale being an automobile.

Claim 28 (previously presented): A method according to claim 26, said good for sale being real estate.

Claim 29 (previously presented): A method according to claim 26, said unique identifier being preprinted on said sign in said space for a unique identifier.

Claim 30 (previously presented): A method according to claim 26, wherein said sign is provided with a description of said good for sale preprinted thereon.

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Claim 31 (previously presented): A method according to claim 26, wherein said sign is further provided with a space to indicate a seller's personal contact information.

Claim 32 (previously presented): A method according to claim 26, wherein said website is further adapted to permit said prospective purchaser to browse a plurality of goods listed on said website by category, and to view posted information therefor without reference to said unique identifier.

Claim 33 (previously presented): A method according to claim 26, wherein said website is further adapted to permit said prospective purchaser to browse a plurality of goods listed on said website by geographic location, and to view posted information therefor without reference to said unique identifier.

Claim 34 (previously presented): A method according to claim 26, further comprising the step of providing a container into which said seller can deposit a sheet of paper containing information about said good for sale.

Claim 35 (previously presented): A method according to claim 26, further comprising the step of promoting said website to the general consuming public.

Claim 36 (canceled).

Claim 37 (previously presented): A method according to claim 1, wherein, after step (c), said prospective purchaser views said posted information about said good on said website.

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Claim 38 (previously presented): A method for marketing a good via a website having a website address and permitting a seller who has a good for sale or rent to post information about said good thereon under a unique identifier, consisting essentially of the following steps in the following order:

- a) providing a physical sign for purchase by said seller, said sign having said website address preprinted thereon, a space for said unique identifier, and an indication that a good is for sale or rent,
- b) selling said physical sign to said seller who has a good for sale or rent, and
- c) said seller logging onto said website and posting said information thereon, said unique identifier being provided to said seller or entered by said seller in connection with said seller's posting said information.

Claim 39 (previously presented): A method according to claim 38, said physical sign having preprinted thereon instructions to said seller about how to post said information about said good on said website.

Claim 40 (previously presented): A method according to claim 38, said physical sign being offered for sale at a retail store, said seller purchasing said sign at said retail store.

Claim 41 (new): A method for marketing a good via a website having a website address and permitting a seller to post information about said good thereon under a unique identifier, said website further permitting a prospective purchaser to enter said unique identifier in order to view said posted information, consisting essentially of the following steps in the following order:

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- a) providing a physical sign and accompanying directions for logging onto said website, said physical sign having preprinted thereon said website address, a space for said unique identifier, and an indication that a good is for sale or rent, said physical sign being provided for purchase at a retail store,
- b) a seller of said good purchasing said physical sign and accompanying directions from said retail store,
- c) said seller, having purchased the sign and following the accompanying directions, logging onto said website to post said information thereon, said unique identifier being provided to said seller or entered by said seller at said website in connection with said seller posting said information on said website, and
- d) said seller conspicuously placing said sign physically on or adjacent said good for sale or rent, wherein said unique identifier corresponds specifically to said good on said website.